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ABSTRACT

During the first week of December, a 10% random sample of day classes and a 10% sample of night classes at South Oklahoma City Junior College were given a questionnaire dealing with the publicity activities used prior to and during the fall 1976 enrollment period. A total of 314 students responded, 179 night and 135 day students. Day students were most aware of the transit sign at 74th Street and South May; ranked second was advertising on television and radio; third, the brochures distributed; and fourth, advertising in the newspaper. Rank ordering of publicity activities by usefulness, revealed that brochures were felt to be "very useful" most often; followed by newspaper advertising, schedules mailed to homes, television and radio advertising, high school presentations, and the transit sign. Listing schedules in the "Pioneer" and telephone contact were generally rated "not useful". Night students were most aware of advertising on television and radio; the transit sign, brochures, and newspaper advertising were ranked second, third, and fourth. Ranked according to usefulness, the order was television and radio advertising, brochures, newspaper advertising, schedule mailing, the transit sign, and high school presentations. Telephone contacts, a booth at Kerr Center, and listing of classes in the "Pioneer" were generally rated "not useful". Data tables outline the numeric results. (MB)

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Institutional Research, Fiscal Year 1977:

REPORT ON PUBLICITY ACTIVITIES

RESEARCH MONOGRAPH IV

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JC 790 069

South Oklahoma City Junior College

Department of Planning and Development

January, 1977

During the first week of December, a ten percent random sample of day classes and a ten percent sample of night classes were chosen and given a questionnaire dealing with the publicity activities used prior to and during the Fall 1976 enrollment period. A total of 314 students responded to the questionnaire, 179 students attending night classes and 135 students attending day classes. Responses to the questionnaire are included in Tables I, II, and III, with Table I listing the percent of responses made in day classes, Table II listing the percent of responses made in night classes, and Table III listing the percent of responses made by the total number of students responding. A word of explanation - the percentages in questions I and II do not add up due to the fact that not all students responded to all parts of each question.

Day classes were most aware of the transit sign at 74th Street and South May; secondly, the advertising on television and radio; thirdly, the brochures being distributed; and fourthly, the advertising in the newspaper. When asked about the usefulness of the activity, brochures were listed as very useful most often; newspaper advertising appeared to be second; schedules mailed to homes were third; and advertising on television and radio, fourth, with presentations at high schools and the transit sign ranking fifth and sixth. Listing schedules in the "Pioneer" and telephone contact of students were rated not useful by the greatest percent of day students.

Night classes were most aware of advertising on television and radio; secondly, the transit sign; thirdly, brochures; and fourth, newspaper

advertising. These are the same top four as with the day classes. In looking at the usefulness, television and radio were listed as very useful most often; brochures were second; advertising in newspapers, third; mailing of schedules, fourth; the transit sign, fifth; and presentations at high schools, sixth. These were the same top six as for the day classes, but the order of the first four is slightly different. Telephone contacts, a booth at the Kerr Center, and listing of classes in the "Pioneer" were rated not useful by the greatest percent of night students. When the day and night responses are combined, the pattern of order remains the same.

Other responses dealing with how a student heard about SOCJC which appeared most often were from friends and other students.

DAY

n = 135

TABLE I

In trying to identify those publicity activities which are most useful, we would appreciate your responding to the following questions. Look at each activity and then answer Question I and Question II for each activity.

ACTIVITY	QUESTION I: Are you aware the following activities have been carried out?		QUESTION II: Rate each activity as to its usefulness in giving student information about SOCJC.		
	YES	NO	VERY USEFUL	USEFUL	NOT USEFUL
1. Booth at State Fair	29.6	63.7	18.5	33.3	6.7
2. Booth at Kerr Center during Indian Awareness Week	4.4	91.2	8.9	27.4	6.7
3. Advertising about classes on television and radio	84.4	14.1	37.8	28.1	2.2
4. Advertising about classes in newspapers	73.3	25.2	43.0	30.4	1.5
5. Transit sign at 74th and South May	85.2	11.9	33.3	35.6	8.1
6. Brochures on special classes being offered distributed	80.7	17.0	45.9	33.3	0
7. Posters in area businesses	50.4	44.4	27.4	32.6	6.7
8. Listing the class schedule in "Pioneer"	56.3	37.8	25.9	31.9	9.6
9. Schedules mailed to homes. Did you receive one? Yes 32.6 No 47.4	45.2	40.7	40.7	23.7	4.4
10. Presentations made by staff members at various group meetings and agencies in area	21.5	74.1	19.3	29.6	3.0
11. Letters sent to directors of various agencies and groups in the area	16.3	79.3	18.5	28.9	3.7
12. Staff members making presentations at area high schools	25.9	68.9	34.1	20.7	2.2
13. Staff members making presentations at G.E.D. classes	12.6	79.3	25.9	28.1	3.0
14. Telephone contact of students. Did you receive one? Yes 2.2 No 73.3	10.4	68.1	17.8	23.7	8.9

Other ways you have heard about SOCJC -

1. Friends 7.4
2. Students 3.0
3. Instructors and Counselors (here and other places) 3.7

NIGHT TABLE II n = 179

In trying to identify those publicity activities which are most useful, we would appreciate your responding to the following questions. Look at each activity and then answer Question I and Question II for each activity.

ACTIVITY	QUESTION I: Are you aware the following activities have been carried out?		QUESTION II: Rate each activity as to its usefulness in giving student information about SOCJC.		
	YES	NO	VERY USEFUL	USEFUL	NOT USEFUL
1. Booth at State Fair	16.2	79.4	14.0	27.9	1.7
2. Booth at Kerr Center during Indian Awareness Week	1.1	84.4	7.3	28.5	7.8
3. Advertising about classes on television and radio	72.1	17.3	40.2	30.2	1.1
4. Advertising about classes in newspapers	65.4	22.9	35.8	29.6	1.7
5. Transit sign at 74th and South May	71.5	17.9	26.8	38.5	2.8
6. Brochures on special classes being offered distributed	70.4	19.0	39.1	29.6	.6
7. Posters in area businesses	39.1	48.6	19.6	33.5	3.9
8. Listing the class schedule in "Pioneer"	35.8	50.3	19.6	33.5	6.1
9. Schedules mailed to homes. Did you receive one? Yes 20.1 No 44.7	34.1	44.7	33.0	17.3	5.0
10. Presentations made by staff members at various group meetings and agencies in area	8.9	78.2	15.6	28.5	5.0
11. Letters sent to directors of various agencies and groups in the area	10.6	74.9	15.6	28.5	5.0
12. Staff members making presentations at area high schools	16.2	56.4	24.6	19.0	3.4
13. Staff members making presentations at G.E.D. classes	10.1	69.8	17.3	26.3	2.8
14. Telephone contact of students. Did you receive one? Yes 6.1 No 63.7	8.9	64.2	12.8	21.8	8.9

Other ways you have heard about SOCJC -

1. Friends 11.2
2. Students 3.4
3. Bumper Stickers .6

TOTAL TABLE III n = 314

In trying to identify those publicity activities which are most useful, we would appreciate your responding to the following questions. Look at each activity and then answer Question I and Question II for each activity.

ACTIVITY	QUESTION I: Are you aware the following activities have been carried out?		QUESTION II: Rate each activity as to its usefulness in giving student information about SOCJC.		
	YES	NO	VERY USEFUL	USEFUL	NOT USEFUL
1. Booth at State Fair	22.0	67.5	15.9	30.3	3.8
2. Booth at Kerr Center during Indian Awareness Week	2.5	87.6	8.0	28.0	7.3
3. Advertising about classes on television and radio	77.4	15.9	39.2	29.3	1.6
4. Advertising about classes in newspapers	68.8	23.9	38.9	29.9	1.6
5. Transit sign at 74th and South May	77.4	15.3	29.6	37.3	5.1
6. Brochures on special classes being offered distributed	74.8	18.2	42.0	31.2	.3
7. Posters in area businesses	43.9	46.8	22.9	33.1	5.1
8. Listing the class schedule in "Pioneer"	44.6	44.9	22.3	32.8	7.6
9. Schedules mailed to homes. Did you receive one? Yes 25.5 No 45.9	38.9	43.0	36.3	20.1	4.8
10. Presentations made by staff members at various group meetings and agencies in area	14.3	76.4	17.2	29.0	4.1
11. Letters sent to directors of various agencies and groups in the area	13.1	76.8	16.9	28.7	4.5
12. Staff members making presentations at area high schools	20.4	61.8	28.7	19.7	2.9
13. Staff members making presentations at G.E.D. classes	11.1	73.9	21.0	27.1	2.9
14. Telephone contact of students. Did you receive one? Yes 4.5 No 67.8	9.6	65.9	15.0	22.6	8.9

Other ways you have heard about SOCJC -

1. Friends 9.6
2. Students 3.2
3. Instructors and Counselors (here and other places) 1.6
4. Bumper Stickers .3